

# PLANNING COMMISSION REPORT



MEETING DATE: April 14, 2004      ITEM NO. \_\_\_\_\_ GOAL: Preserve the character and environment of Scottsdale

## SUBJECT

### **Sugar Bowl Restaurant Historic Property Overlay**

## REQUEST

Consider a request to rezone from Central Business District, Downtown Overlay (C-2 DO) to Central Business District, Downtown Overlay, Historic Property (C-2 DO HP) for the Sugar Bowl Restaurant (.13 +/- acre parcel) at 3935 & 4005 N Scottsdale Road and to place the property on the Scottsdale Historic Register.

**20-ZN-2003/6-HP-2003**

### **Key Items for Consideration:**

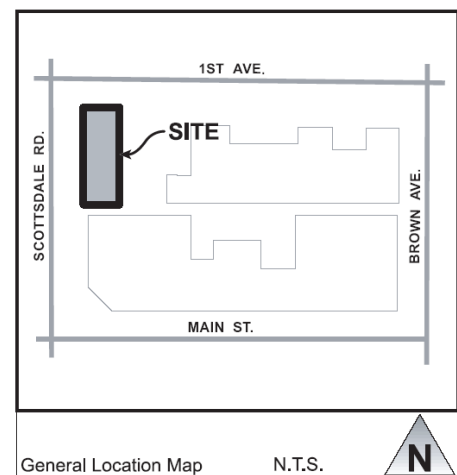
- The Historic Preservation Commission initiated this HP zoning case on November 13, 2003, and unanimously approved a recommendation on February 12, 2004. The HPC reheard the case April 8, 2004 due to the Downtown Overlay (DO) existing zoning not being included in notices.
- The Sugar Bowl Historic Significance and Integrity Assessment Report from the Historic Preservation Officer (Attachment 1.) concluded that the building is historically significant in more than one criterion and should be listed on the Scottsdale Historic Register.
- The property is associated with the historic context of Scottsdale's Development as an Arts Colony and Tourist Destination.
- No development or change in use or the underlying zoning is proposed in this City initiated HP overlay zoning case.
- The owners support this HP designation. Public comments at meetings and open houses have all been positive.

### **Related Policies, References:**

The Historic Preservation Commission can initiate HP overlay zoning cases by ordinance. The Historic Preservation Commission is required by ordinance to make a recommendation to the Planning Commission and City Council on all HP overlay zoning cases.

## OWNERS

Huntress Trusts, Northern Trust Bank,  
N.A. as Trustee,  
Ms. Jaclyn H. Krawczyk,  
Ms. Margery H. Morton, and  
Mr. Frederick R. Huntress



APPLICANT CONTACT	Historic Preservation Commission City of Scottsdale 480-312-2523
LOCATION	3935 and 4005 N Scottsdale Rd Parcel #130-23-101
BACKGROUND	<p><b>Zoning.</b> The approximately .13 acre property is zoned C-2 DO Central Business District Downtown Overlay and contains an existing retail building, the Sugar Bowl, with two businesses.</p> <p><b>Related Historic Preservation Program Activities.</b> Scottsdale's current historic preservation program began in 1996 when Council-appointed the Historic Resources Preservation Task Force. Council appointed the HPC in June 1997. The first priority of the HPC was to prepare local ordinances to identify and protect Scottsdale's significant resources. In July 1999 Council approved two ordinances on preservation; Ordinance No. 3242. Historic Property Zoning Overlay, and Ordinance No. 3243. Protection of Archaeological Resources.</p> <p>The Historic Preservation Commission (HPC) was charged by City Council with identifying significant historic resources in the city and with establishing and maintaining the Scottsdale Historic Register as part of a comprehensive Historic Preservation Program. The proposed HP overlay zoning for the Sugar Bowl would be the fifteenth designation.</p> <p>The HPC and staff conducted an intensive survey of about one thousand non-residential buildings within a 1-square mile area of downtown during the past two years to identify significant historic resources. Through this survey effort the HPC identified the Sugar Bowl and approximately fourteen other individual properties and two collections of buildings to be considered for possible designation and placement on the Scottsdale Historic Register.</p> <p>Other properties currently on the official Scottsdale Historic Register related to the Arts and Tourist Destination historic context include the Hotel Valley Ho, Craftsman Court, Adobe Apartments, and the Cattle Track Complex.</p> <p><b>General Plan.</b> The proposed HP zoning for Sugar Bowl is consistent with the Scottsdale General Plan. A Scottsdale Value in the Character and Design Element is the "Protection of significant historic buildings and settings." The proposed zoning is also consistent with Goal 3. in the Character and Design Element to "Identify Scottsdale's historic, archaeological and cultural resources, promote an awareness of them for future generations, and support their preservation and conservation." The General Plan Land Use Element designates the property as retail specialty, type 1.</p> <p><b>Historic Significance.</b> The Sugar Bowl building possesses both historic and architectural significance. Historically it is important for illustration of the evolutionary</p>

pattern of downtown commercial development during the decades after World War II when Scottsdale became a nationally known tourist destination. It is also important for its association with Jack Huntress, one of several retired businessman who came to Scottsdale during this time and became important forces in the downtown's development and growth. Although modest in its architectural styling, the building's materials and features express the "Old West style" that was consciously promoted by the businessmen of the "West's Most Western Town."

See also Attachment 1. Sugar Bowl Historic Significance and Integrity Assessment Report prepared by the Historic Preservation Officer, and Attachment 5. Sugar Bowl Photos.

**Context.**

This property is located on the southeast corner of Scottsdale Road and 1<sup>st</sup> Avenue, within the Old Town Downtown Special District. An alley is located on the south side of the property. The parcels to the east are zoned C-2 DO Central Business District Downtown Overlay. The parcels to the north, west and south are zoned D/RS-1 DO Downtown/Retail Specialty – Type 1, Downtown Overlay. The closest property to the Sugar Bowl with HP overlay zoning is the First U.S. Post Office building, now Porters, on Brown Avenue.

**APPLICANT'S  
PROPOSAL****Goal/Purpose of Request.**

The request, initiated by the Historic Preservation Commission on November 13, 2003, is to rezone the property at 3935 and 4005 N. Scottsdale Road from C-2 DO to C-2 DO HP to place the Historic Property (HP) overlay zoning district on the property and to list the property on the Scottsdale Historic Register for its historic significance. The property has four owners; Huntress Trusts - Northern Trust Bank, N.A. as Trustee, Ms. Jaclyn H. Krawczyk, Ms. Margery H. Morton, and Mr. Frederick R. Huntress. Mr. Carroll Huntress is the owner and operator of the Sugar Bowl Restaurant. AZ-Accents is located in the southern store space in the building at 3935 N. Scottsdale Road.

The proposed HP overlay zoning district will not change the uses permitted with the existing underlying C-2 DO Central Business District Downtown Overlay zoning. No changes in the existing buildings or use are proposed, and no development project/activity is associated with this request.

**IMPACT ANALYSIS**

No changes are proposed in the existing building, land use, or transportation on this .13-acre property at 3935 and 4005 N. Scottsdale Road.

**Community involvement.**

Two public open houses were held in January 2004, and an additional one may be scheduled in February 2004 on current HP zoning cases. About fifty people total attended the two open houses. The public response to the proposed HP zoning and placing the Sugar Bowl on the register has been very positive. No objections to the rezoning were received. The historic context for the proposed rezoning has been available for a couple of years and is called "Historic Context for Scottsdale's Development as an Arts Colony and Tourist Destination."

The HPC is the lead citizen's commission for developing an effective local historic preservation program. The HPC worked with staff for about two years on a survey of the downtown to identify potentially significant historic resources. About 750 non-residential properties were included in the intensive survey of downtown Scottsdale. The HPC also held two open houses in January 2002 at Loloma School to provide information on the survey of the downtown that identified properties, including the Sugar Bowl, eligible for designation on the local register. Other citizens groups, including the Scottsdale Historical Society and Scottsdale Downtown Partnership, have expressed interest in preserving Scottsdale's past. Staff has provided progress reports to interested groups.

The Scottsdale Library Advisory Board sponsored a series of three lectures titled "Post World War II American Architecture". Speakers included Alan Hess, nationally prominent architectural writer, Joan Fudala, local author of Scottsdale history and Debbie Abele, Historic Preservation Officer. The lectures were a great introduction to architecture from the recent past and why it is important to identify and preserve significant buildings from the postwar era in Scottsdale.

Debbie Abele, HPO met with the trustees representative and owners in two meetings in November 2003. The owners support the property being placed on the register and the recognition this designation will give to the contributions of Jack Huntress, who opened first Sugar Bowl in 1958. See Attachment 7. Citizen Review Report.

#### **Community Impact.**

Recognizing significant downtown resources is consistent with the values and goals in the Character and Design Element of the General Plan. The work of the Historic Preservation Commission and Council to identify and protect significant local historic resources is ongoing and has been gaining recognition in the community as more properties are placed on the Scottsdale Historic Register.

Placing the Sugar Bowl on the Scottsdale Historic Register as a significant postwar business related to the arts and tourism theme is a way to recognize past accomplishments of people like Jack Huntress and to honor the past. Historic resources provide an opportunity for residents and visitors alike to see and appreciate significant examples of past efforts to build a special community.

If the HP overlay zoning is adopted, City staff is required by ordinance to prepare a Historic Preservation Plan specifically for this property, and the plan will contain design guidelines that will be used to review future applications to alter the exterior of the building.

HISTORIC  
PRESERVATION  
COMMISSION  
RECOMMENDATION

The Historic Preservation Commission held a public hearing on this case on February 12, 2004. The Historic Preservation Commission unanimously approved a recommendation to the Planning Commission and City Council to apply HP zoning to the Sugar Bowl and to list the property on the Scottsdale Historic Register (20-ZN-2003/6-HP-2003). The case was reheard by the

Commission on April 8, 2004 due to the existing Downtown Overlay (DO) zoning not be included in the legal notices for the hearing.

**HPO/STAFF  
RECOMMENDATION**

**Recommended Approach:**  
The Historic Preservation Officer and Staff recommend approval.

**RESPONSIBLE  
DEPT(S)**

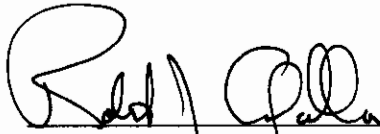
**Preservation Division**

**STAFF CONTACT(S)**

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480-312-2523  
E-mail: dmeserve@ScottsdaleAZ.gov

**APPROVED BY**

Don Meserve, AICP  
Preservation Planner



Robert J. Cafarella, AICP  
Director, Preservation Division



Kurt A. Jones, AICP  
Current Planning Director

**ATTACHMENTS**

1. Sugar Bowl Historic Significance and Integrity Assessment Report
2. Context Aerial
- 2A. Aerial Close-Up
3. Land Use Map
4. Zoning Map
5. Sugar Bowl Photos
6. Applicant's Narrative
7. Citizen Review Report
8. February 12, 2004 Historic Preservation Commission Draft Minutes
9. Letter of support from Scottsdale Historical Society

Scottsdale Historic Preservation Commission  
Historic Significance and Integrity Assessment Report

Proposed Listing on the Scottsdale Historic Register

**Sugar Bowl**

3935 and 4005 North Scottsdale Road, Scottsdale, Arizona

Scottsdale Historic Register Application No. SHR –04-15

Zoning application No. **20-ZN-2003**

**Background**

The City Historic Preservation Office staff conducted an intensive survey of downtown Scottsdale with assistance from Arizona State University interns, local historians and architects during the period 2000-2001. The goal of the survey was to identify those properties that might be eligible for listing on the Scottsdale Historic Register. Approximately 750 properties, built for commercial use, were studied with particular emphasis on those properties that related to Scottsdale's historic development as an "Arts Colony and Tourist Destination." The Scottsdale Historic Preservation Commission and the members of the Commission's Historic Register Committee periodically reviewed the research collected and conducted field studies of the survey properties. Their relative significance and integrity were analyzed and compared. As a result of this effort, approximately two dozen properties were identified that merited further consideration for designation to the Scottsdale Historic Register for their association with important historic events and representation of the architectural influences that shaped Scottsdale development during the post World War II era. The Sugar Bowl building was among those properties that were identified as having historic significance and a high degree of integrity of location, design, materials, setting and workmanship.

**Description**

The Sugar Bowl building is located on a .13 acre parcel at the southeast corner of Scottsdale Road and First Avenue in Scottsdale, Arizona and is identified under Maricopa County Assessor PIN #130-23-101. It is located in the heart of Old Town Scottsdale in a busy area of retail shops, restaurants and offices. Originally constructed in 1950 for Western Motor Service, the building was adapted for reuse in 1958 by the Sugar Bowl Ice Cream Parlor and The Cancellation Shoe Center. The Sugar Bowl has continuously operated from this location for more than 45 years. AZ-Accents gift shop currently does business from the other retail space in the building.

The rectilinear building is oriented broadside to Scottsdale Road, the main north-south street in the downtown area of the City. The footprint of the 5,000 square foot building occupies the entire parcel, with the north and west facades constructed to the sidewalk. An alley separates it from another building to the south and an asphalt parking lot is located to the east off of First Avenue. The Sugar Bowl building is constructed in the themed "Old West" Architectural Style.

The building is a single story, simple form with a flat roof obscured by a parapet with wood molding on the north and west facades that give the appearance of extra volume. The rectilinear plan cuts in at the northeast corner to provide a service entrance and outside storage area for the Sugar Bowl Ice Cream Parlor. On the northwest, the building edges wrap around at a 45-degree

angle, creating a street corner façade. Exterior walls are constructed of concrete block and nine simple block buttresses adorn the east façade.

The building's Western Style is characterized by a conscious use of specific materials and features. The parapet walls are clad with wood flush-board applied vertically with a simple wood band cornice. An identical band of molding adorns these facades directly above the porch canopy. Vertical wood cladding also sheaths the entire west façade fronting Scottsdale Road.

A porch canopy, extending west and wrapping partially around the north facade, further defines the building's architectural style. Metal guy wires attach the canopy to the parapet cornice. Constructed with wood planks sheathed in wood shake shingles, the porch extends out above the windows. A scalloped canvas with stripes has been added to the porch fascia outside the Sugar Bowl business and provides "parlor" decoration.

Large display windows are a character defining feature of the building. These extend from a foot above the ground to just below the porch ceiling. Arranged in bands, they wrap around the street corner and punctuate the main façades, showing off interior retail space activities. These display windows are fixed, with wood molding and sashes. Steel casement windows are found in the work and storage areas of the building off First Avenue and the east side parking lot. Double wood doors with arched glazed panels and solid rectangular panels provide entry to the Sugar Bowl Ice Cream Parlor. The entry to AZ-Accents is a single, contemporary glazed door with a metal frame. Two services doors provide access to both business spaces on the north and south sides of the building.

Extra western detailing is achieved with the Sugar Bowl signage. Large wood letters, in a rustic style font have been applied to the parapet walls on the two street facades. The signage is lighted at night by old-fashioned fixtures that cantilever from the cornice.



## **History**

Western Motor Service designed this building in 1950 "especially for Scottsdale's Western atmosphere" and held their grand opening on December 15<sup>th</sup>. Their simple design combined modern retail elements with the emerging Old West Style intentionally adopted by downtown businesses in the early 1950s to attract tourists. Building facades were deliberately clad with

wood flush-board, and “false front” elements such as parapet walls that had been borrowed from “boom town” architecture, first seen almost 100 years earlier. In addition, a Western Style porch walkway extended over the display windows.

Reflecting both the retail and automotive services they offered, the building was originally divided into spaces for merchandising as well as automotive repairs. A band of large windows on the north and west street sides displayed an impressive selection of goods inside “on new and modern display counters and shelves.” These large, picture-frame windows and the emphasis on interior displays were two of the principal design characteristics of mid-twentieth century stores. These features created an “open front” that allowed a store’s entire interior to become the “display window” instead of just a front window zone. Functioning as the town’s “general store” Western Motor Service’s merchandise included a range of products from auto supplies, housewares, hardware, and gardening. Three auto bays were accessible from Scottsdale Road where services such as tire and battery checks, brake adjustments, and wheel alignments were provided.

As downtown Scottsdale businesses evolved, a pattern of building reuse and adaptation to the “Dodge City” architecture continued into the late 1950s. In 1958, the Sugar Bowl and Cancellation Shoe Center took over the Western Service space. The auto service bays were retrofitted to match the band of display windows in the original retail space at the building’s north end. The existing Western style overhang was also extended across the entire west façade on Scottsdale Road. Parlor pattern double doors into the Sugar Bowl replaced the original door and another entry door was added to the new, second retail space in the former auto bays. These modifications remained true to both modern storefront design principals and to the Old West architectural theme that officially characterized the downtown by that time.

Jack Huntress opened the Sugar Bowl Ice Cream Parlor on Christmas Eve 1958, capitalizing on a need for a family oriented downtown restaurant. After retiring as a Chrysler marketing and sales rep from Detroit he moved his family to Paradise Valley to take advantage of the lifestyle and the area’s natural beauty, a common Valley trend in the post World War II era. The idea for an ice cream parlor sprang to him one night after overhearing a patron at an establishment where he and his family were dining comment that children should not be in a restaurant that served alcohol. Not long thereafter Jack and a partner opened the Sugar Bowl, patterned after an old fashioned ice cream parlor in a San Francisco Hotel.

The business has become a Scottsdale institution, serving generations of local families and tourists. National exposure came early on when Bill Keane began featuring the Sugar Bowl in his Family Circus cartoon strips. Many of Keane’s drawings decorate the walls and the menu. Pat Thompson, who moved to Scottsdale in the 1950s and became a prominent commercial artist and owner of the Sketchbook art studio, designed the menu’s front cover, which has remained unchanged. Even the Huntress family is still involved. In 1981, Jack’s nephew Carroll Huntress came to work at the restaurant, eventually purchasing it 1985. Since it’s opening more than 45 years ago, The Sugar Bowl’s old-time parlor interior has changed very little and the building’s exterior continues to display the features and materials of a modern 1950s storefront in the unique downtown Scottsdale Western Style design theme.



## **Significance**

The Sugar Bowl building is both historically and architecturally significant. It is important for its association with Scottsdale's Post World War II community planning and development patterns and for its association with the town's social history. It is representative of a period when the town became a major tourist destination and helps to illustrate the evolutionary pattern of downtown retail development during this vital era. The architecture of the building is significant for its ability to convey the principals of mid-twentieth century storefront design in addition to the Western Style deliberately adopted by downtown businesses as part of their postwar marketing efforts.

The physical features of the Sugar Bowl building continue to express their association with both the historic and architectural themes of significance. The building remains at its original corner location in its setting within the heart of bustling Old Town. The numerous art galleries, gift shops, restaurants, and entertainment venues that opened downtown during the postwar period made the area a prime destination for vacationing tourists from all over the Valley. Abutting wide sidewalks and one of the City's major roads, the Sugar Bowl building continues to prominently address passing pedestrian and automobile traffic, a typical feature of downtown retail establishments.

The blending of modern elements and Western Style architecture still convey the historic design intentions. These elements include a simple, open plan with large, picture-window displays that reflect the building's historic function as a retail center. In addition, porch walkways, false front parapet walls, and rustic signage express the Old West Style that prominent local businessmen consciously promoted in the postwar era of Scottsdale's downtown development.

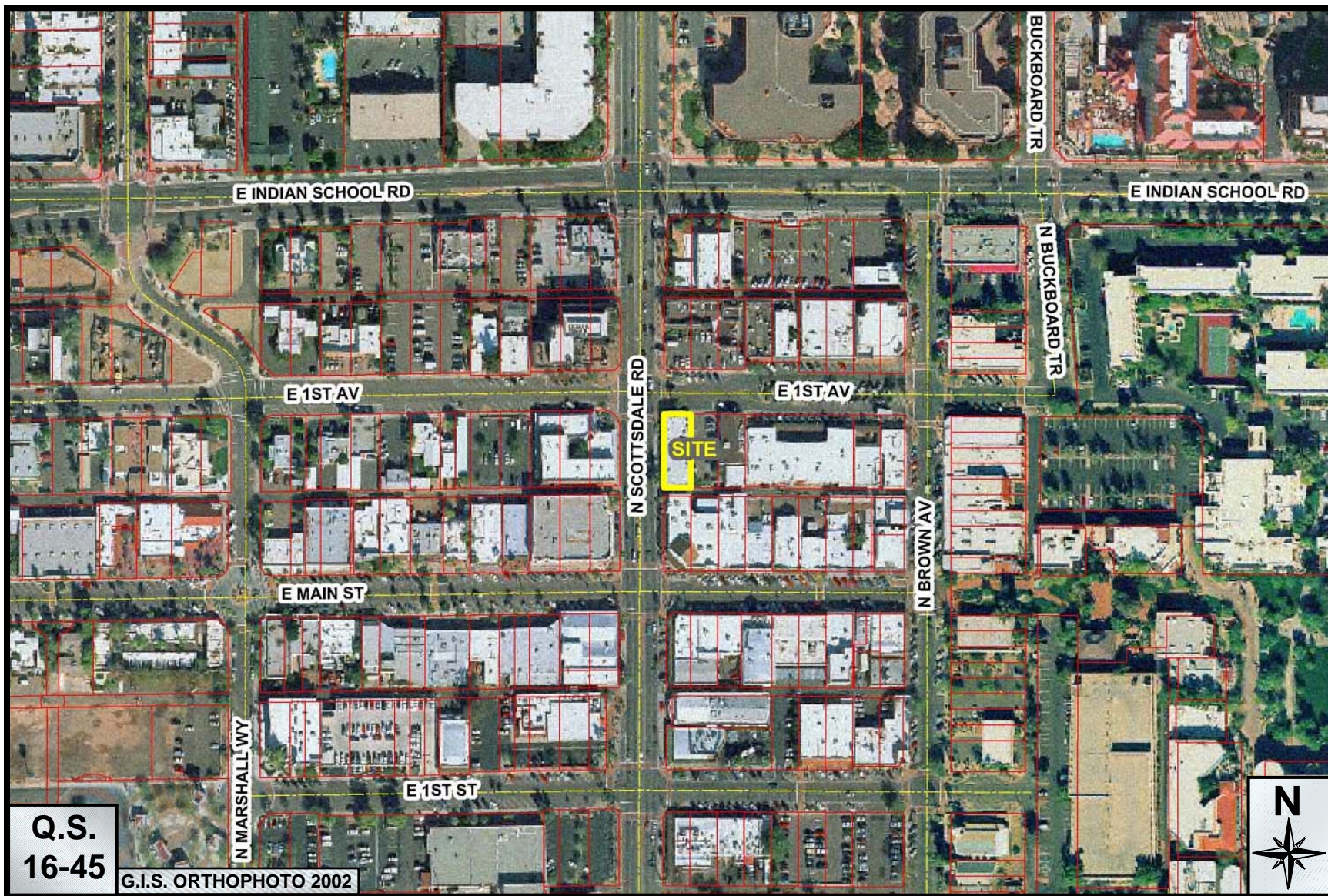
Specific materials also articulate the historic significance of the Sugar Bowl. The use of concrete block for the building's exterior walls was decidedly modern as were the large panels of glazing. Block was the least expensive and most readily available building material in the metropolitan area as a result of the phenomenal postwar success of the locally operated Superlite Builders Supply Company. In addition, wood flush-board cladding and lettering were used to reinforce the building's Western styling. The Sugar Bowl's materials were machine-made and reflect the innovative manufacturing practices that became possible in the postwar era with the application of new industrial technologies.

The presence of the Sugar Bowl's physical features, which are largely intact, continues to convey a sense of the building's historic character and its association with postwar development patterns, social history, and architectural styles in downtown Scottsdale.

## **Recommendation**

Based upon this information, it is recommended that the HP Commission:

Approve a recommendation to the Planning Commission and City Council to apply HP overlay zoning and list the Sugar Bowl building on the Scottsdale Historic Register.



3925 & 4005 N. Scottsdale Road

20-ZN-2003

ATTACHMENT #2



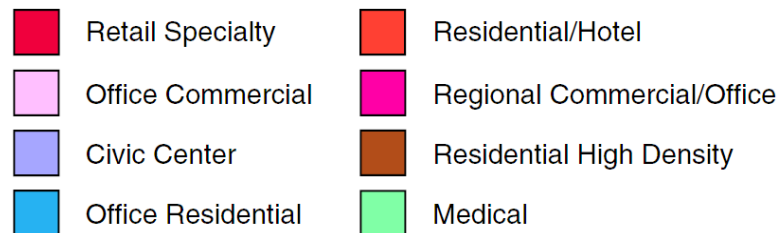
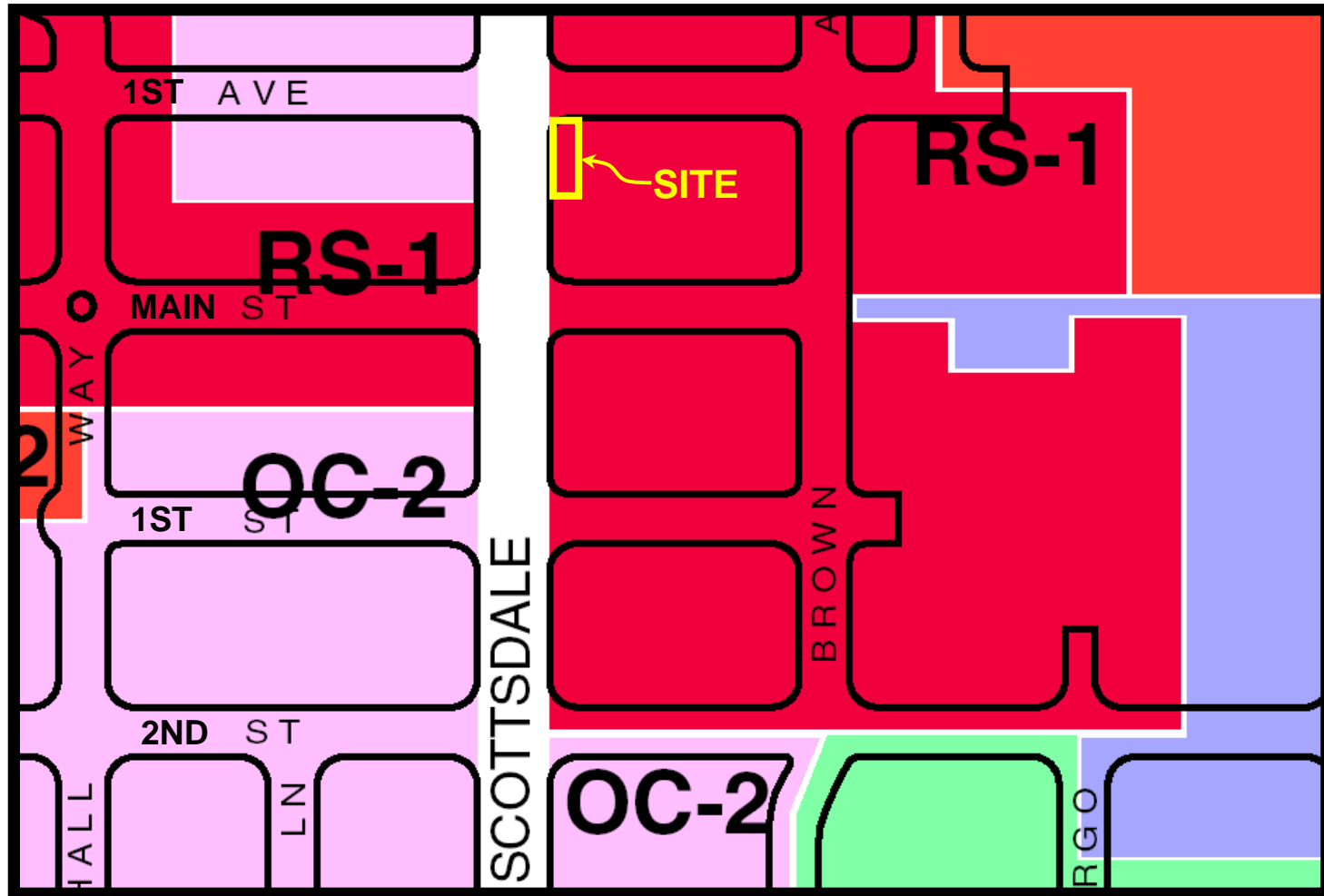


3925 & 4005 N. Scottsdale Road

**20-ZN-2003**

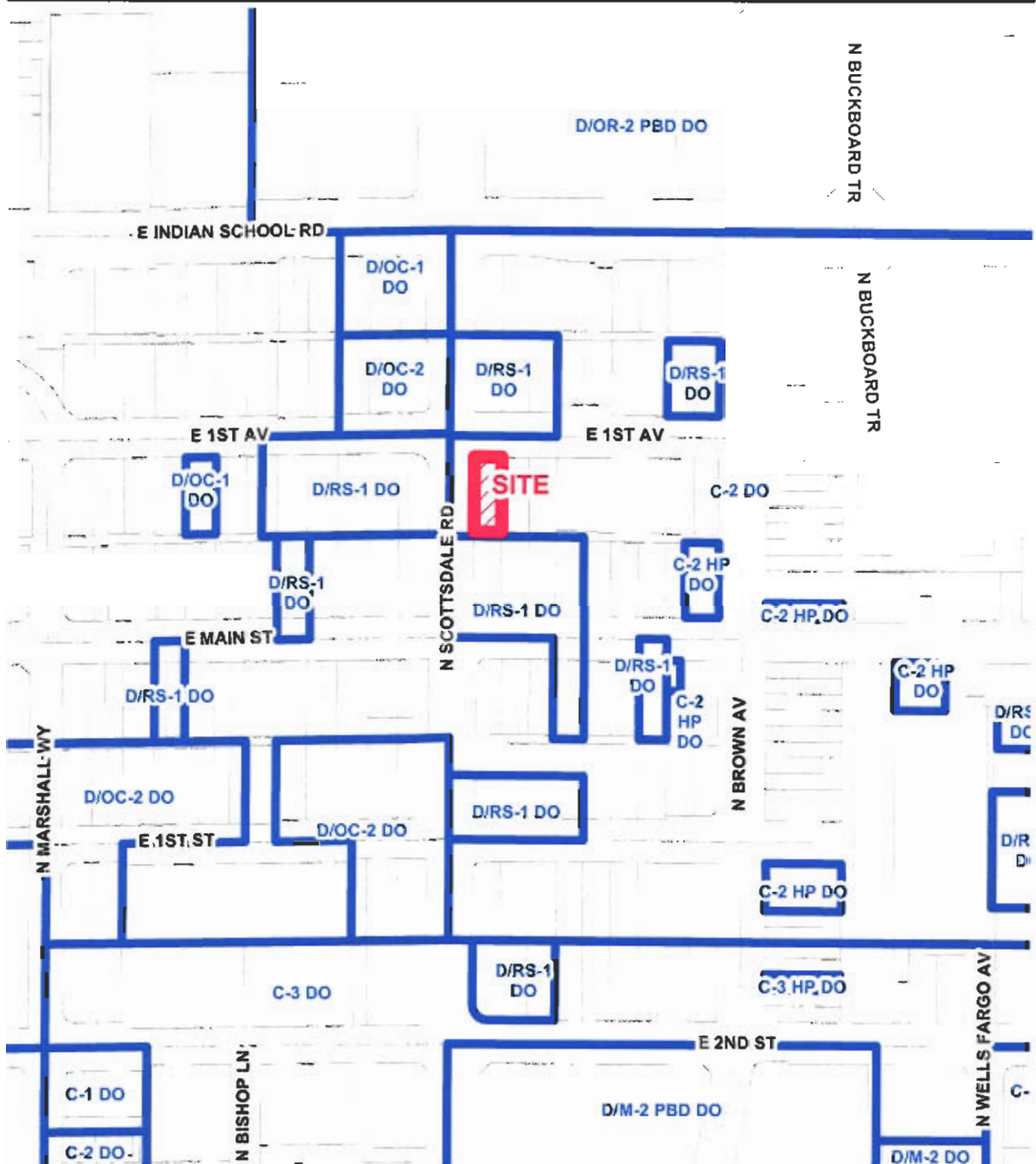
ATTACHMENT #2A

# Downtown General Plan



**20-ZN-2003**  
ATTACHMENT #3

Consider an HP overlay zoning case for the Sugar Bowl Restaurant at 3935 & 4005 N Scottsdale Rd, to place the property on the Scottsdale Historic Register.



20-ZN-2003

ATTACHMENT #4





## Sugar Bowl Photos



Postcard of Sugar Bowl from early 1960s



Current view of Sugar Bowl Restaurant and AZ-Accents store from Scottsdale Road, west elevation.

## Sugar Bowl Photos



View of north elevation of Sugar Bowl on 1<sup>st</sup> Avenue.



View looking north along Scottsdale Road from south end on building at alley.



City of Scottsdale

# PROJECT NARRATIVE FOR CITY INITIATED PROJECTS



- ☒ Rezoning ☐ Other
- ☐ Use Permit
- ☐ Development Review
- ☐ Master Sign Programs
- ☐ Text Amendment

Case # 20-ZN-2003 / 643 -PA-2003

Project Name SUGAR BOWL HP OVERLAY

Location 3935 4005 N. SCOTTSDALE ROAD.

Applicant CITY OF SCOTTSDALE - PRESERVATION

Ordinance Section \_\_\_\_\_

## SITE DETAILS

Proposed Zoning: C-2 HP

Existing Zoning: C-2

Parcel Size: .13 ACRES

Height: APPROX. 16' EXISTING

Parking Required: NA

Parking Provided: NA

# Of Buildings: ONE EXISTING

Setbacks: N- S-

E- W-

In the following space, please describe the project or the request

THIS HP OVERLAY ZONING CASE WAS INITIATED BY THE CITY'S HISTORIC PRESERVATION COMMISSION ON NOVEMBER 13, 2003 FOLLOWING A PUBLIC HEARING. NO DEVELOPMENT OR CHANGE IN USE IS PROPOSED BY THE CITY WITH THIS CITY-INITIATED CASE, SUPPORTED BY THE OWNERS. THE REZONING WILL ADD HP-HISTORIC PROPERTY OVERLAY ZONING DISTRICT TO THIS ONE-STORY EXISTING BUILDING, CURRENTLY OCCUPIED BY THE WELL KNOWN SUGAR BOWL RESTAURANT AND ART ACCENTS RETAIL STORE. THE BUILDING WAS ORIGINALLY THE WESTERN MOTOR SERVICE IN 1950. JACK HUNTRESS OPENED THE SUGAR BOWL FAMILY RESTAURANT IN 1958 IN THE BUILDING. ARTWORK FROM BILL KEANE, CARTOONIST AND PAT THOMPSON, ARTIST ARE FOUND IN THE INTERIOR AND ON THE MENU. THE BUILDING IS SIGNIFICANT FOR ITS CONTRIBUTION TO SCOTTSDALE'S DEVELOPMENT AS AN ARTS COLONY AND TOURIST DESTINATION, ITS OLD WEST ECCLECTIC ARCHITECTURAL STYLE WITH LARGE DISPLAY WINDOWS AND A SUSPENDED WOODEN OVERHANG WITH SHAKE SHINGLES, AND ITS OLD TOWN LOCATION ON SCOTTSDALE ROAD. THE PROPERTY WOULD BE AN IMPORTANT ADDITION TO THE SCOTTSDALE HISTORIC REGISTER FOR POSTWAR RETAIL.

(If an additional page(s) is necessary, please attach.)

P&D2000215 (07/2002)

ATTACHMENT 6.



**CITIZEN REVIEW REPORT**  
**Case #20-ZN-2003/6-HP-2003, Historic Property Zoning Map Amendment**  
**for 3935 & 4005 N. Scottsdale Road (Sugar Bowl)**

Numerous efforts have been undertaken to ensure that citizens and property owners understand the proposed zoning map amendment and have adequate opportunities to comment on the case. This plan describes the citizen involvement efforts planned or undertaken to comply with the requirements for a Citizen Review Plan.

**1. INTERESTED/POTENTIALLY IMPACTED PARTIES IDENTIFIED:**

- Property owners or owners' representatives – Huntress heirs and Northern Trust
- Scottsdale's HPC-Historic Preservation Commission
- Scottsdale Historical Society (Private) – meetings 1/19 and 2/16
- Old Town Merchants Association, past Downtown Scottsdale Partnership and Downtown Task Force members, architects and other citizens interested in the downtown
- Surrounding property owners and nearby businesses/tenants
- State Historic Preservation Office (SHPO)
- Mayor and City Council
- City Manager, Assistant City Managers, Downtown Coordination Team and Interested/Impacted City Staff in other departments

**2. NOTIFICATION METHODS**

- Owner Contacts: The property owners, trustee, and business owner were called about all HPC meetings, and any hearings, and were sent copies of agendas and/or notices. Debbie Abele, HPO met with family representatives and the trustee's representative from Northern Trust to discuss the packet of materials on historic preservation, the impact of HP zoning and to answer questions. The owners include the heirs of Jack Huntress, who started the Sugar Bowl family oriented restaurant, and a bank trustee. The owner and manager of the restaurant, Carroll Huntress, was contacted. Owners attended the January 12, 2004 open house. Don Meserve also talked to the business owner of Az-Accents at her store in the south portion of building proposed for designation and described the HP designation.
- HPC Meetings and Hearings: The Commission approved a list of properties for consideration for the register, including the Sugar Bowl, in October 2001. The HPC held a public hearing on initiating the HP zoning case and approved initiating the HP case on November 13, 2003. Agendas for HPC meetings are posted, sent to interested citizens and posted on the internet. The property was placed on the agenda for a few different HPC meetings and the February 12, 2004 public hearing on the rezoning. Notices were mailed first class to property owners within 750' of the Sugar Bowl for the public open houses and for the HPC, PC and CC zoning hearings.
- Open Houses: Notices were mailed first class to property owners within 750' of the Sugar Bowl for the public open houses on January 6, 2004 at One Civic Center and January 26, 2004 at OLPH Mission Church.
- General Meetings/Open Houses on Process: In addition, there was a lecture series at the main library in the fall and the HPC held open houses on January 9<sup>th</sup> and January 10<sup>th</sup> 2002 at Loloma School to provide information on studies of the downtown that identified properties, including the Sugar Bowl, eligible for designation on the local register.
- Scottsdale Historical Society: President of the Scottsdale Historical Society (private) contacted for someone to speak at the Board of Directors meeting about the proposed HP

zoning cases. Attend the 2/16 meeting to share information on the rezoning and to request the support of the Historical Society for the HP designations. A letter of support is anticipated in time for the PC hearing.

- Merchants Groups: Debbie Abele made presentations in 2002 to the Downtown Task Force and the Scottsdale Downtown Partnership on the downtown survey to identify historic properties. Participants were supportive of historic preservation activities.
- Posting Site/Notices: Posted site with the Early Notification and Zoning Hearing signs as required, and placed legal notices in the newspaper for three public hearings (HPC, PC&CC).
- School Notification: Current Planning will mail notification letter to Scottsdale Unified School District of three HP cases prior to the PC hearing.
- State Organization: Contacted SHPO about rezoning applications.
- Current Elected Officials and Candidates for Mayor and Council: Memos sent to Mayor and City Council describing the three proposed rezoning cases. Posted HPC agendas and minutes on City's internet pages. Preservation Director discussed the overall HP Program with candidates. Mayoral candidate Cynthia Lukas attended the January 26<sup>th</sup> open house on the HP rezoning cases.

### **3. INFORMATION ON SUBSTANCE OF HP ZONING CASES**

- Public Information Handouts: It is clearly stated in the case file, on descriptions of the case and in hearings that no change in use or development project is part of this case – the City-initiated case is for HP overlay zoning only. Several handouts on historic preservation were made available at open houses and hearings. Information packet was provided to the property owners. Photos of the building and a map were placed on a display board for open houses.
- Case Information: A page on the case was placed on the City's internet pages for pending zoning cases. The Tribune included a feature article on the Sugar Bowl on January 23, 2004. The case file is available for the public to inspect/review. Calls to the City are referred to Don Meserve for information on the historic preservation program and this specific HP zoning case. Debbie Abele, HPO is also a contact for owners, reporters and others making inquiries.

### **4. OPPORTUNITIES FOR COMMENT BEFORE HEARINGS**

- Meetings: Interested citizens could speak and comment at open houses, public meetings and public hearings of the HPC, PC or Council. The HPC also invited owner and public comment at their meeting when initiating the rezoning in November 2003.
- January 2004 Open Houses: Two public open houses were held in January 2004, and additional ones may be scheduled in February 2004. About fifty people total attended the two open houses. The public response to the proposed HP zoning and placing the Sugar Bowl has been very positive. No objections to the rezoning were received.
- January 2002 Open Houses: The HPC held open houses on January 9<sup>th</sup> and January 10<sup>th</sup> 2002 at Loloma School to provide information on studies of the downtown that identified properties, including the Sugar Bowl, eligible for designation on the local register. About 750 non-residential properties were included in an intensive survey of downtown Scottsdale to identify potentially significant properties. About fifteen individual properties and two collections on Fifth Avenue and Main Street were identified in the survey. The historic context for the proposed rezoning has been available for a couple of years and is called "Historic Context for Scottsdale's Development as an Arts Colony and Tourist Destination."
- Fall 2001 Lectures: The Scottsdale Library Advisory Board sponsored a series of three lectures titled "Post World War II American Architecture". Speakers included Alan Hess,

nationally prominent architectural writer, Joan Fudala, local author of Scottsdale history and Debbie Abele, Historic Preservation Officer. The lectures were a great introduction to architecture from the recent past and why it is important to identify and preserve significant buildings from the postwar era in Scottsdale.

- **Inquiries/Staff Contacts:** Staff provided information on the case to the owner and interested citizens in response to phone calls and at meetings. Responded to drop-ins, phone calls, e-mails, etc. from reporters and the public to answer questions about historic preservation and the case. Some people have called staff to ask about other downtown properties and the process for designating other downtown buildings.
- **Merchants Meetings:** Staff received some positive feedback from the Downtown Task Force and Scottsdale Downtown Partnership during presentations on the downtown survey.
- **City Meetings:** Talked about cases in Current Planning and with other staff, as well as one-on-one meetings with some interested staff.

## **5. ISSUES DISCUSSED AND COMMENTS RECEIVED**

- All citizens speaking at the open houses and public meetings have been enthusiastic supporters of recognizing this restaurant property as a significant historic resource in the downtown.
- There have been some inquiries about the impact of HP overlay zoning and what assistance the City can provide owners of historic properties.

## **SUMMARY OF PUBLIC INVOLVEMENT**

The requirements of the January 2003 Citizen Review Checklist have been or will be met before the City Council hearing and action on 20-ZN-2003. All public comments received have been in favor of the proposed rezoning. A variety of people have asked for information and clarification about the impacts of HP zoning.

Additional Information in 20-ZN-2003 file:

- Fall lecture series flyer
- January 2002 Open Houses postcard
- January 2004 Open Houses post card
- Handout on downtown survey process
- Historic Context text
- Photo of display board for open houses
- Sign-in sheets from public meetings
- City/internet meeting notices
- Posting affidavits for Early Notification and Zoning Public Hearings signs
- Q and A flyer on HP
- January 23, 2004 Tribune article on Sugar Bowl

**MINUTES  
HISTORIC PRESERVATION COMMISSION  
7447 E. INDIAN SCHOOL ROAD  
FIRST FLOOR COMMUNITY DEVELOPMENT CONFERENCE ROOM  
FEBRUARY 12, 2004  
5:00 P.M.**

**CALL TO ORDER**

The meeting was called to order at 5:00 P.M.

**ATTENDANCE**

Present: Ed Wimmer, Chair  
B.J. Gonzales, Vice Chair  
Nancy Dallett  
George Hartz  
Kathy Howard  
Cathy Johnson  
Paul Winslow

Staff: Don Meserve  
Debbie Abele, HPO

Visitors: Tom Krawczyk, Carroll Huntress, Kathy Duley, Nick Rayder

**ROLL CALL**

A formal roll call confirmed all Commission members present as stated above.

**MINUTES**

Commissioner Johnson requested a correction to the January 8, 2004 minute. On page 2, under Property Designation, second paragraph, the word register should be capitalized.

Commissioner Hartz made a motion to approve the minutes of the January 8, 2004 meeting as amended. The motion was seconded by Commissioner Gonzales and passed unanimously, 7-0.

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**OVERVIEW OF DOWNTOWN SURVEY PROCESS AND FINDINGS**

Ms. Abele provided an overview on the survey process used for the Downtown Survey. She reviewed the various architectural styles present in the downtown area that were identified by Don Ryden architect.

Ms. Able reviewed the list of properties for possible consideration for the Scottsdale Historic Register as approved unanimously by the Historic Preservation Commission, October 11, 2001. She noted that initially six downtown properties were selected for consideration for HP designation. She summarized what happened with the first six proposed designations.

Ms. Abele stated that after doing research on the Westernaire building at the southwest corner of Brown Avenue and 1<sup>st</sup> Avenue, staff found that there are two owners for two properties related to the building. Staff has now contacted both owners and they are supportive of the initiation.

Chair Wimmer inquired for the record what buildings the staff is recommending the Commission focus on. Ms. Abele replied the Pink Pony, Sugar Bowl, Westernaire, Woolworths/Scottsdale Savings Bank, and Pima Plaza. Ms. Abele stated that since the composition of the Commission has changed since October 2001 they should take another look at the list.

Ms. Abele reported there was some controversy regarding the Valley Bank building designation at the southeast corner of Scottsdale and Indian School Roads. It was debated in the public hearings whether the Western theme building was significant. The owner decided to oppose the designation after the hearing process started and the Planning Commission voted against the HP overlay when the owner opposed the HP zoning. Ms. Abele would say absolutely that the Valley Bank building meets more than one criteria for being historically significant. She further reported, with regard to the Valley Bank building, they now have reason to not move forward with designation because staff has had meetings with the owners'. They have assured the City there are no plans to do anything with the site and that they have a long-term lessee in the building.

Commissioner Gonzales stated the Commission is not here to pass only things that they thought are going to be winners. They are here by public demand to assess these individual buildings regarding whether they think they have historic significance. He further stated he did not want the Commission to shy away from doing things that are not popular because they are ultimately judged by their actions.

Commissioner Winslow stated that he agreed with Commissioner Gonzales but as a practical matter, he would hate to see unnecessary conflict just because they believe they are right when they could achieve the same goal in a practical way.

Mr. Meserve stated as a footnote, that at a recent presentation to the Planning Commission in January 2004 the Commission reiterated that they felt it was important to have property owner support for HP overlay zoning.

Chair Wimmer suggested the Commission have a future discussion regarding achieving a middle ground whereby they have a property owner that is adverse to the designation but where the Commission goes on record that they believe the building is worthy of recognition on the Register.

## **REVIEW OF HP ORDINANCE DESIGNATION CRITERIA**

Ms. Abele reviewed the HP Ordinance designation criteria and distributed the relevant ordinance text. She requested the maker of a motion to place a property on the Scottsdale Historic Register specify the criteria used in making the decision so that it becomes a part of the record. Two properties were later on the agenda for consideration of such motions.

## **DRAFT 2004 WORK PROGRAM FROM JANUARY 24, 2004 RETREAT**

Ms. Abele requested the Commission review the draft 2004 Work Program and indicate anything that staff omitted or should be amended. Ms. Abele stated the third bullet under Designation should be changed to read: Initiate the survey and study of 1950s Multi-Family housing complexes. Ms. Abele reported the Commissioner has evaluated progress on each year's work program about mid-year.

Commissioner Dallett stated they discussed creating a subcommittee for multi-family housing at the retreat. Chair Wimmer stated the way that discussion was left was that the Historic Register Committee would take the lead in deciding whether they needed additional people to complete their survey activities.

Commissioner Winslow moved to approve the 2004 Work Program as modified. Second by Commissioner Dallett and passed unanimously, 7-0.

## **PUBLIC COMMENT**

Commissioner Gonzales suggested moving to public comment on the agenda since property owners were advised that the public hearing would start around 6:00 P.M.. Chair Wimmer asked for public comment.

Mr. Nick Rayder stated that the City had an architectural consultant complete a Building Assessment Condition Report in 2002 for the OLP Mission Church on Brown Avenue. Mr. Rayder said the report helped propel the parishioners and church office into doing a lot of work and starting very significant activities for the historic church property. He further stated the report by Don Ryden architect is an incredible piece of work that led to them hiring an architect. At the last church meeting the architect presented an overview of what would happen. Mr. Rayden brought a copy of a newspaper article on the old stained glass windows.

Mr. Rayden further reported they have had two open houses and a service in the church, noting they were exciting and very emotional because people were hugging each other and crying, and some of the comments were heart wrenching. He noted that underscores why they are in the business of preserving historic buildings because there is so much spirit they are not just structures there is a lot of soul. He reported they have recovered old pictures of activities that occurred in the Mission Church that are now on the walls of the church. He further reported that during the recent Parada del Sol, church members had a table in front of the historic church and passed out brochures for donations for rehabilitating the building. He thanked the City for the wonderful bench out in front containing a picture of the church. Mr. Meserve commented Preservation could not take responsibility for the bench since their installation was part of the broader City effort to place new benches in the downtown area.

Commissioner Gonzales stated it was his understanding that religious services would be held again in the building. Mr. Rayder replied there would not be regular services but there would be prayer services held. He noted the historic Mission Church would be operated more like a tourist attraction for the downtown.

Commissioner Gonzales asked if they were able to locate any of the original pews. Mr. Rayder reported they have six or eight original pews.

Commissioner Winslow inquired if it would be possible for them to take his quote about how helpful this report was and assign his name. Mr. Rayder replied that would be okay.

Chair Wimmer inquired about the schedule for the planned rehabilitation and addition. Mr. Rayder replied that would be a function of the donations from the capital campaign but he would guess two years.

Commissioner Dallett stated the Arizona Jewish Historical Society is undergoing a similar process with a historic place of worship and there would be a lot of information they could share and learn from one another.

Commissioner Gonzales stated that he felt it was important to have follow-up from people like Mr. Rayden on what is happening to buildings placed on the Register.

## **PUBLIC HEARING**

**20-ZN-2003/6-HP-2003, Sugar Bowl Historic Property Overlay Zoning:** request by the City of Scottsdale, applicant, Jaclyn H. Krawczyk, Margery H. Morton, Frederick R. Huntress, and Northern Trust Bank, N.A., Trustee, owners to rezone from Central Business District (C-2) to Central Business, Historic Property (C-2 HP)

on .13± acre parcel located at 3935 and 4005 N. Scottsdale Road. The Commission initiated this case November 13, 2003 so this case is a City-initiated rezoning.

Ms. Abele, Historic Preservation Officer (HPO) presented this case as per the staff report and designation report. The HPO recommends approval to list the property on the Scottsdale Historic Register.

Commissioner Johnson stated she wanted to confirm that what they are calling the Sugar Bowl is the entire building contains two businesses. Ms. Abele replied in the affirmative and they could make that a condition of the motion. Mr. Meserve noted that just the building is proposed for designation and not the adjacent parking lot property to the east.

Chair Wimmer opened public testimony.

Tom Krawczyk remarked they are pleased and excited to be considered for historical designation.

Carroll Huntress stated he is the owner of the Sugar Bowl restaurant and they are in favor of the building being designated for historic preservation.

Chair Wimmer closed public testimony.

Commissioner Gonzales moved to forward a recommendation to the Planning Commission and City council to apply HP overlay zoning (C-2HP) to the Sugar Bowl and to list the property on the Scottsdale Historic Register (20-ZN-2003/6-HP-2003). Seconded by Commissioner Howard.

Commissioner Dallett proposed an amendment to the motion to include the following reasons for designation:

- 1) The building is associated with an important pattern of development, which conveys the reuse of the Western Motor Service and the Cancellation Shoe Center.
- 2) The Sugar Bowl is associated with Jack Huntress, a significant person from Scottsdale's past.
- 3) The building is a community institution with a high degree of integrity.

The maker of the motion and second agreed to Commissioner Dallett's amendment. The motion passed unanimously, 7-0.

**19-ZN-2003/5-HP-2003, Pink Pony Restaurant Historic Property Overlay Zoning:** request by City of Scottsdale, applicant, Charles W. Briley Revocable Trust (Gwen Briley), owner, to rezone from Central Business District (C-2) to Central Business, Historic Property (C-2 HP) on an .2± acre parcel located at 3831 N. Scottsdale Road. The Commission initiated this case November 13, 2003 so this case is a City-initiated rezoning.

Ms. Abele, Historic Preservation Officer (HPO) presented this case as per the staff report and designation report. The HPO recommends approval to list the property on the Scottsdale Historic Register.

Chair Wimmer inquired if the doors and entire façade were included. Ms. Abele replied in the affirmative.

Commissioner Johnson stated she walked around the building today and it would appear the new building across Scottsdale Road seems to play off of the Pink Pony as far as architectural design.

Commissioner Gonzales stated the façade is not the original façade. Ms. Abele replied the alteration is significant in its own right in terms of why it was done.

Chair Wimmer opened public testimony, and noted for the record that no public comment was received.

Commissioner Hartz moved to forward a recommendation to the Planning Commission and City Council to apply HP overlay zoning (C-2HP) to the Pink Pony and to list the property on the Scottsdale Historic Register (19-ZN-2003/5-HP-2003) recognizing the following:

- 1) The building is historically significant for its association with Scottsdale' Post World War II community planning and development patterns for its association with the town's social history; and
- 2) Its association with Charlie Briley, a very important figure in the history of Scottsdale for his role in bringing the Cactus League to Scottsdale, which is a vital part of Scottsdale's image over the past 50 years; and
- 3) It should be noted that the remodeling is considered historically significant.

Second by Commissioner Johnson and passed by a vote of six (6) to one (1) with Commissioner Gonzales dissenting.

**Initiation of HP-Historic Property Zoning for the Weirich-Westernaire Shops:** Consider the Historic Preservation Commission initiating an HP overlay zoning case for the Westernaire Shops at 7239 E. 1<sup>st</sup> Avenue, owned by Mabel Weirich, and to place the property on the Scottsdale Historic Register.

Ms. Abele reported when they originally considered to plan initiation for this building, staff was not aware there were two property owners and were surprised to find out the building was on two separate lots. They would like to expand the boundaries for the case to include both lots. She reported the building was first called the Weirich Building and then there was a contest held to name the building and the name Westernaire Shops was the winning name. Ms. Abele has met with Ms. Weirich and she supports the proposed designation.

Commissioner Winslow stated that he had some problems with this building being brought forward individually. He further stated that he would be more comfortable if the designation was part of a district because he did not find the building to have unique architectural character. The building was significant because it was the first multi-tenant building and it is an institution within the community. He suggested they include the other adjacent buildings on 1<sup>st</sup> Avenue. Ms. Able replied there were not enough buildings to meet the district criteria but it could be designated a significant streetscape that reflects the buildings of that period.

Chair Wimmer inquired if there was anything significant regarding the way the parking is setup if the streetscape had historical significance. Ms. Able noted they would draw the boundaries to include the two one-way streets on this block called Pima Plaza in the 1950s.

Commissioner Hartz expressed his concern regarding the fact that tying the Westainare Shops with Pima Plaza could delay it indefinitely.

The Commission directed staff to revise the boundaries for the historic property overlay zoning, and bring back another HP boundary map for their consideration. There were no public comments on this case.



## **COMMITTEE REPORTS**

### **Historic Register Committee**

Chair Wimmer stated the Historic Register Committee is continuing to do work on the neighborhoods. Ms. Abele replied staff is preparing some analysis on the initial tour on Saturday, February 24, 2004.

### **Education Outreach Committee**

Commissioner Hartz reported the Education Outreach Committee met on January 21st, and reviewed the work that has been accomplished in 2003 and set Committee priorities for 2004. He further reported that he and Don Prior met on the February 10th, and discussed their priorities.

## **HPO STAFF REPORT AND ANNOUNCEMENTS**

Ms. Abele stated she was thrilled to learn the OLPH Building Condition Assessment Report was helpful. Chair Wimmer suggested the Education Committee link up with the gentleman from OLPH because there is some good copy there.

Ms. Able updated the Commission on her meeting with the building committee for the First Baptist Church. The City received a letter stating that the committee was not interested in pursuing an HP overlay zoning or having the building listed on the Register at this time.

Mr. Meserve stated the Commission would be receiving future reports regarding archeological resources and the Desert Mountain master planned development. The archaeology report submitted for one of the last and most northern phases of the Desert Mountain development recorded several sites that could be impacted by future development. A Mitigation Plan and data recovery for the recorded sites is anticipated.

## **FUTURE MEETINGS AND AGENDA ITEMS**

Ms. Able stated she had the benefit of a student last semester who did an independent study on the post war school buildings in Scottsdale. She inquired if the Commission would like a presentation on that study. The Commission would like a future presentation on the study findings.

## **COMMISSION ITEMS**

Chair Wimmer reminded the Commission that a meeting of the East Valley Coalition would be held on February 24th, at Monti's in Tempe. He stated that he spoke with the Chair of the East Valley Coalition and advised him that the consensus of the Commission at the retreat was they were interested in being part of the coalition to gain information but did not feel it would be appropriate to get involved in political efforts. He also shared that they were not interested in expanding the coalition and having it become Valleywide.

Commissioner Dallett inquired if it was important for the commissioners' to attend the March 10, 2004 Planning Commission public hearing. Ms. Abele replied it was not necessary because they would be providing them with a packet full of information including the recommendations from this Commission.

Meeting adjourned at 7:10 p.m.

Submitted by:

For the Record Court Reporters  
21404min

# Scottsdale Historical Society



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Planning Commission  
City of Scottsdale  
3939 N. Drinkwater Blvd.  
Scottsdale, AZ 85251

Re: Zoning Cases 19-ZN-2003 Pink Pony) & 20-ZN-2003  
(Sugar Bowl)

On behalf of the Scottsdale Historical Society I am writing this letter in support of the two zoning cases that would apply the Historic Property overlay to the Pink Pony and Sugar Bowl buildings in Old Town Scottsdale. Both of these buildings have become icons of downtown Scottsdale and have been a gathering place for generations of residents and guests.

Given their historic presence representing Scottsdale as an emerging community of the 1950s, these buildings and the uses they have housed are significant and worthy of this designation. Their exposure to the community at-large by being on Scottsdale Road also is an important factor supporting the importance of this action.

Sincerely,

Donald Hadder, Sr.  
President, Scottsdale Historical Society